

WHAT IS CLAIMED IS:

1. A method for connecting a user PC on a user node on a primary network to a remote node on the primary network, comprising the steps of:

broadcasting from a remote location on a secondary network broadcast information containing video over the secondary network to a location thereon

5 proximate the location of the user PC;

encoding unique information in the broadcast information representative of a location on the primary network of the remote node;

receiving and displaying on a video display the broadcast information at the location on the secondary network proximate the user PC;

10 connecting the user PC to the remote node utilizing the unique information, and in accordance thereto, in response to receiving the unique information encoded within the broadcast information broadcast over the secondary network; and

prompting the user to interface with the user PC by displaying a video image on the video display at approximately the same time as broadcast of the unique information over the secondary network in association with the broadcast information.

2. The method of Claim 1 wherein the primary network comprises the Internet.

3. The method of Claim 2, wherein the secondary network comprises a television communication link such that the broadcast information comprises a television broadcast wherein the step of broadcasting comprises broadcasting the television broadcast over the television communication link to a television receiver

5 having associated therewith the video display.

4. The method of Claim 3, wherein the television communication link comprises a wireless link.

5. The method of Claim 3, wherein the television communication link comprises a cable connection.

6. The method of Claim 3, wherein the television broadcast includes audio information.

7. The method of Claim 6, wherein the step of encoding unique information comprises encoding audio information in the television broadcast.

8. The method of Claim 7, wherein the encoded audio information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

5 transmitting the unique digital value to a remote intermediate location on the primary network;

comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

10 selecting from the lookup table the one of the network addresses matching the received unique digital code;

transmitting the matching network address back to the user PC; and
connecting the user PC to the matched one of the network addresses returned thereto.

9. The method of Claim 7, wherein the step of prompting comprises inserting into the television broadcast the video image as an unencoded video signal not representative of the location on the primary network of the remote node, wherein the non-representative video image is visually perceptible by the user and, in response to
5 receiving such video image, the user is prompted to access their PC and the information provided thereon by receipt of the encoded video information and the step of connecting.

10. The method of Claim 9, wherein the unencoded video image is displayed before the transmission of the encoded unique audio information.

11. The method of Claim 9, wherein the unencoded image is displayed after the broadcast of the encoded unique audio information.

12. The method of Claim 6, wherein the step of encoding unique information further comprises encoding video information in the television broadcast.

13. The method of Claim 12, wherein the encoded audio information and the encoded video information each comprise a coded unique digital value and wherein the step of connecting comprises the steps of:

5 extracting the unique digital value from either the received encoded unique audio information or the received unique video information;

transmitting the extracted unique digital value to a remote intermediate location on the primary network;

10 comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

15 transmitting the matching network address back to the user PC; and connecting the user PC to the matched one of the network addresses returned thereto.

14. The method of Claim 1, wherein the video image is animated.

15. The method of Claim 1, wherein the step of prompting the user to interface occurs the broadcast of the encoded unique information.

16. The method of Claim 1, wherein the step of prompting occurs after the step of broadcasting the encoded unique information.

17. The method of Claim 1, wherein the video image occupies a relatively small portion of the display and is disposed over the broadcast video information.

18. The method of Claim 3, wherein the step of encoding unique information comprises encoding video information in the television broadcast.

19. The method of Claim 18, wherein the encoded video information comprises a coded unique digital value and wherein the step of connecting comprises the steps of:

5 extracting the unique digital value from either the received encoded unique video information;

transmitting the unique digital value to a remote intermediate location on the primary network;

10 comparing the received value at the intermediate location on the primary network in a lookup table to a plurality of network addresses that define the address of multiple remote nodes on the network;

selecting from the lookup table the one of the network addresses matching the received unique digital code;

15 transmitting the matching network address back to the user PC; and connecting the user PC to the matched one of the network addresses returned thereto.

20. The method of Claim 18, wherein the step of prompting comprises inserting into the television broadcast the video image as an unencoded video signal not representative of the location on the primary network of the remote node, wherein the non-representative video image is visually perceptible by the user and, in response to
5 receiving such video image, the user is prompted to access their PC and the information

provided thereon by receipt of the encoded video information and the step of connecting.

21. The method of Claim 20, wherein the unencoded video image is displayed before the transmission of the encoded unique video information.

22 The method of Claim 20, wherein the unencoded video image is displayed after the broadcast of the encoded unique video information.